

Position Title: WalkArlington Program Manager
Reports to BikeArlington/WalkArlington Marketing Director
Full-time, Permanent

The Destination Sales and Marketing Group, Ltd. (DS&MG) is a business services company that operates and manages Arlington Transportation Partners, BikeArlington, Mobility Lab, WalkArlington and Capital Bikeshare as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS).

WalkArlington Program Manager Job Description

We are seeking a PR or marketing professional to promote walking as part of an active transportation team for local government. The Program Manager will direct all WalkArlington outreach and promotions in support of program mission. They will also collaborate regularly with other active transportation (BikeArlington) and TDM (Arlington Transportation Partners & Mobility Lab) staff on mutually beneficial projects.

Duties and Responsibilities

- Direct all WalkArlington education and outreach programming by exploring strategic and creative ways to employ tactical urbanism to promote innovations in active transportation.
- Create and implement integrated marketing campaigns to support the outreach programs and promote walking and walkability utilizing social media, blogs, newsletters, video, websites, and other creative modes to reach the community.
- Oversee WalkArlington's social media accounts, including Facebook, Twitter, and Instagram, and develop and implement strategic campaigns to increase engagement with content and programming.
- Represent Arlington County on pedestrian-related task forces and committees, at professional gatherings, and on panels through participation in tours, community meetings, and national conferences.
- Expand and maintain ongoing partnerships with county departments, County Board, schools, and community organizations for maximum opportunities and leverage.
- Coordinate with vendors (i.e. printers, promotional, videographers, and photographers) to establish quotes, production schedules, and delivery of materials.
- Track outreach for monthly reports: inquiries, events, community outreach, materials distribution, social media, website, and press.
- Monitor established program budgets.

Key Skills and Competencies

- Strategic marketing/communications experience
- Excellent written and verbal communication skills
- Copywriting, graphic design, and public relations expertise
- Excellent project management and organizational skills
- Ability to prioritize and balance multiple projects simultaneously
- Comfortable with web-based project management tools and collaboration technologies

Behavioral Skills and Competencies

- Results-driven, proactive, and able to work independently and with a team
- Able to deliver consistent results in a fast-paced environment
- Flexible and able to embrace change in rapidly evolving work and market environment
- Able to relate to and work with a wide variety of stakeholders
- Problem solving attitude
- Responsive and proactive

Education and Experience

- A minimum of a 4 year college degree (BA) preferably in communications or a related discipline
- Three to five years of experience in a related position, preferably in a non-profit, government or business development environment
- Outstanding verbal and written communication skills with demonstrated excellence in writing and editing marketing and communications materials
- Experience in managing and collaborating with multiple stakeholders both internally and externally
- Experience with/awareness of the Arlington community is a plus